

# Overseas Press Club Bulletin

VOL. 35, NO. 16  
SEPTEMBER 15, 1980

52 East 41 Street  
New York, N.Y. 10017  
(212) 679-9650

## Club Goes All Out For New Members

**Phase II is underway.** And the dues notices are in the mails.

The second half of the 1980 OPC new members drive, which to date has brought in more than 140 new members, has been launched with a mailing of approximately 4,000 brochures, applications and covering letters inviting a target audience of media employees to join the Overseas Press Club.

The OPC board of directors approved Phase II at its June meeting. The board authorized Membership Chairman *Harry Rand* to prepare and supervise the mailing.

The second phase of the new members drive comes at the same time as the mailing of annual dues notices to current members. Almost 1,500 envelopes are hitting the mail sacks for club dues covering the period October 1, 1980 to September 30, 1981.

"Primary income of the club is from dues; in fact, about 88 percent of all operating expenses comes from dues," says Rand, who has managed membership drives and dues collection for the last five years.

Rand points out that in 1979, 85 percent of members paid their dues by the due date, October 1, the highest percentage ever in the club's recent history. "Commendable," he observed.

"The year 1980-81 marks the end of the four-year dues readjustment program, and we proclaim it a resounding success," Rand said. "We have gotten rid of inequities (some active resident members were paying one amount, others paying a higher figure) and we have now a clear understanding of what a resident member is (someone who lives or has a principal place of business within a 50-mile radius from Columbus Circle, N.Y.C.)."

During the four-year period OPC officers and its boards have strictly enforced the by-laws requiring cancellation of membership for non-payment of dues. This policy has eliminated confusions about payment of dues,

(Continued on page 4)

## WHY THE READER CRAZE FOR SCIENCE?

### Are You Listed?

This year's Membership Directory was warmly welcomed and highly praised by many of our members. It had been five years since the last previous directory... and much can happen in even that brief period of time to make a directory obsolete, or almost so.

Unfortunately, some of our members did not respond to our call for updated listings. And, as too often happens, some errors crept into the volume.

So we are going to publish an Addendum to the 1980 Membership Directory. Please, please help by sending your entry or changes or corrections you want made to your current entry *immediately* to Mary Novick at the club.

With all our thanks,  
*Henry Gellermann, President*



Jazz great Max Kaminsky will be at the club with his sextet Friday evening, Sept. 26. Story on page 3.

## Editor Panel Explores A Growing Appetite

**What has caused** the recent surge in layman fascination with science and technology and the concurrent emergence of slick, new magazines on those subjects?

The editors of three of these magazines will discuss this newest trend in periodicals at an OPC Leaders Forum Monday, Sept. 22, at 5:30 p.m.

Participants in the panel discussion and Q & A session will be Ben Bova, renowned science writer and executive editor of *Omni Magazine*; Scott DeGarmo, veteran science journalist and now editor of *Science Digest*; and Allen Hammond, the scholar and writer who has developed the new *Science '80* publication for the American Association for the Advancement of Science.

Each of the editors will give insights into his own magazine as well as the emergence of competitors such as *Discover* from Time Inc. and *Next* from Litton Industries.

DeGarmo began working with the Hearst Corporation in late 1978 with the assignment to create and produce a new version of *Science Digest*, a venerable digest-sized Hearst magazine. Three issues have been produced to date and it becomes a monthly next year. DeGarmo began his career as a reporter for the *Miami News*, later worked for UPI and has been a key editor at the *Philadelphia Inquirer* and *Family Weekly*.

Hammond received his undergraduate degree from Stanford with honors in the social sciences, and his doctorate from Harvard in geophysics. He has served as consultant to the Rand Corporation and for many years has developed and edited various special issues of *Science* magazine. He has written seven books and over 150 articles, essays and editorials. He is considered a specialist in areas such as energy, food and use of raw materials.

(Continued on page 2)



## Business Also Against News Controls

Although official debate on UNESCO's MacBride Commission report will not start until October 10, public debate is already hot and heavy.

It began at the OPC December 6, 1978; the latest shots come from Leonard S. Matthews, president of the American Association of Advertising Agencies. Addressing the New York Business Press Editors in August, Matthews said that while the MacBride Commission professes a great love of freedom of the press, "its final report keeps demanding curbs on such freedom."

Reviewing a copy of the final report titled "Communication Tomorrow," Matthews said that it has good news and bad news for champions of a free press. Among those findings that merited his applause were: "...free access to all and unofficial news sources by journalists," "...censorship or arbitrary control of information should be abolished," and "...freedom of information — and more specifically the right to seek, receive and impart information — is a fundamental right, indeed a prerequisite for many others."

According to Matthews, the Commission's insistence on "a proper balance in worldwide communication... through government insistence or controls" is at the core of controversy. He maintains that much of the problem stems from the fact that the report is written in Orwellian "new speak." He defines this "as an official style of writing saying one thing in the guise of its opposite" — calling the aborted Iranian hostage rescue mission an "incomplete success" is a sample of "new speak."

Quoting from a copy of "Communication Tomorrow" which will be debated in Belgrade this Fall, Matthews cited the following examples of the report's "new speak":

"We (in the commission) do not feel that frank recognition of an imbalance in information flow is a threat to freedom of information. On the contrary, if the causes of the imbalance disappear, many arguments for restricting the free flow of information will also disappear."

Mr. Matthew's comment: "That's a little like stealing a man's money to cure him of the urge to spend it."

Another direct quote from the report: "It is essential to develop comprehensive national communications policies linked to overall social, cultural and economic development objectives."

More from the MacBride report: "National governments as much as the international community should recognize the urgency of according commu-

nications higher priority in planning and funding."

Mr. Matthews said, "Once a government begins planning and funding the communications media, freedom of expression is in danger."

Other quotes include: "We recommend that communication be no longer regarded merely as an incidental service and its development left to chance."

And, "Recognition of (communication's) potential warrants formulation by all nations... of comprehensive communications policies linked to overall social, cultural, economic and political goals." Or as Mr. Matthews translated, "Let's have a few propaganda ministries."

Since the MacBride report also covers commercial communication, more familiarly known as advertising, his organization has taken a vigorous stand against this report.

Concluding, Matthews urged his audience of business editors to study the Commission's final report and to take appropriate steps to "register your concern. Many of you represent publishers with international influence and clout."

The New York Business Press Editors was founded in 1970. Its membership includes about 145 editors covering 70 different industries. OPCer *Werner N. Brandis*, an international editorial consultant, is president.

— Charles Schreiber

*(Copies of the report, published as a paperback book titled Many Voices, One World, can be had for \$9 from UNIPUB, 345 Park Ave. South, NYC 10010.)*

## SCIENCE

*(Continued from page 1)*

Bova is a novelist, lecturer and executive editor of *Omni*, a monthly which covers both science fact and science fiction. Formerly editor of *Analog Science Fiction Magazine*, he received the science fiction achievement award (Hugo) for best professional editor six times. He is the author of more than 45 books, both fiction and non-fiction. He also has been a newspaperman, an aerospace industry executive, a motion picture writer and a television consultant.

The September 22 session is the first of the new Leaders Forum presentations which are the successors to the OPC Shop Talk programs at the club.

## Letters

PARIS — Bernard Valery, retired Paris correspondent of the New York *Daily News* and former member of the Overseas Press Club, has been promoted by the French government to officer of the Legion of Honor.

Foreign Minister Jean Francois-Poncet pinned the rosette on Valery in a ceremony July 29 in the grand salon of the Quai d'Orsay, attended by officials of the U.S. embassy, Paul Winkler, director-general, and members of the staff of *France-Soir*, and Gen. Georges Berge, founder of Parachutists of Free France.

Michael O'Neill, editor of the *News*, was invited but was unable to attend because of the pressures of publication of the paper's new evening edition. "He is now engaged in a mortal battle with the *Post*," Valery said. "I have no doubt that the *News* will win."

Francois-Poncet said the promotion was granted "by a grateful government" for Valery's role in promoting Franco-American friendship. Valery has served two terms as president of the Anglo-American Press Association of Paris.

He continues to write a page-one column for *France-Soir*.

## Placement

Newly launched monthly magazine, *ad forum*, seeks freelance journalist familiar with international business scene to write features covering advertising and marketing. Send resume and writing samples to Elizabeth J. Berry, Managing Editor, *ad forum*, 75 E. 55th St., New York, NY 10022. Or phone her at 888-1793.

Writer/Account Executive wanted for Manhattan-based communications agency. Involves features, releases for technical and business press, media and client contact, brochures, and A/V production. Knowledge of chemical process and construction industries helpful, along with related technology. Minimum 5 years' previous experience. Salary commensurate with experience. Please send resume to OPC member Warren Weil Communications, 405 Park Ave., New York, NY 10022.

WANTED: Ms. *Duncan MacDonald*, active OPCer, sends word of an immediate, full-time, permanent post in Martha's Vineyard, working with the Martha's Vineyard Chamber of Commerce and county government. Applicants should have background in business administration, public relations, advertising or related fields. Starting salary \$14,000. Excellent benefits. Equal Opportunity Employer. Phone her at (617) 627-5535. Or send resume to her at Office of the County Commissioner of Dukes County, P.O. Box 190, Edgartown, Mass. 02539.

Please address Helen Alpert, OPC, for all positions wanted or offered to be carried in *Placement*, a free service to OPC members.



## Kaminsky and Group Jazz It Up for OPC

"A Chapter in Jazz with Max Kaminsky," featuring the trumpeter and his sextet, will launch the twelfth year of twilight jazz at the Overseas Press Club, Friday, Sept. 26, from 6 p.m. to 7 p.m. in the main lounge. Seating is on a first-come basis and an admission charge of \$4.00.

Kaminsky, author of "My Life in Jazz," will musically recall his career of some 50 years on the jazz scene with an all-star group: Ronnie Cole, drums; John Halsey, piano; Clarence Hutchenrider, clarinet; Bobby Pratt, trombone; and John Williams, bass.

Recognized worldwide as a foremost artist, Kaminsky has performed and recorded with the giants of jazz as well as heading his own groups. He is a steady headliner at Jimmy Ryan's, New York's legendary jazz club, at concerts, festivals, and wherever jazz is played. His TV-radio appearances and recordings are virtually countless.

In spring '81, his autobiography, "My Life in Jazz," written with V.E. Hughes, will be published in paperback by Da Capo Press. "Max Kaminsky has

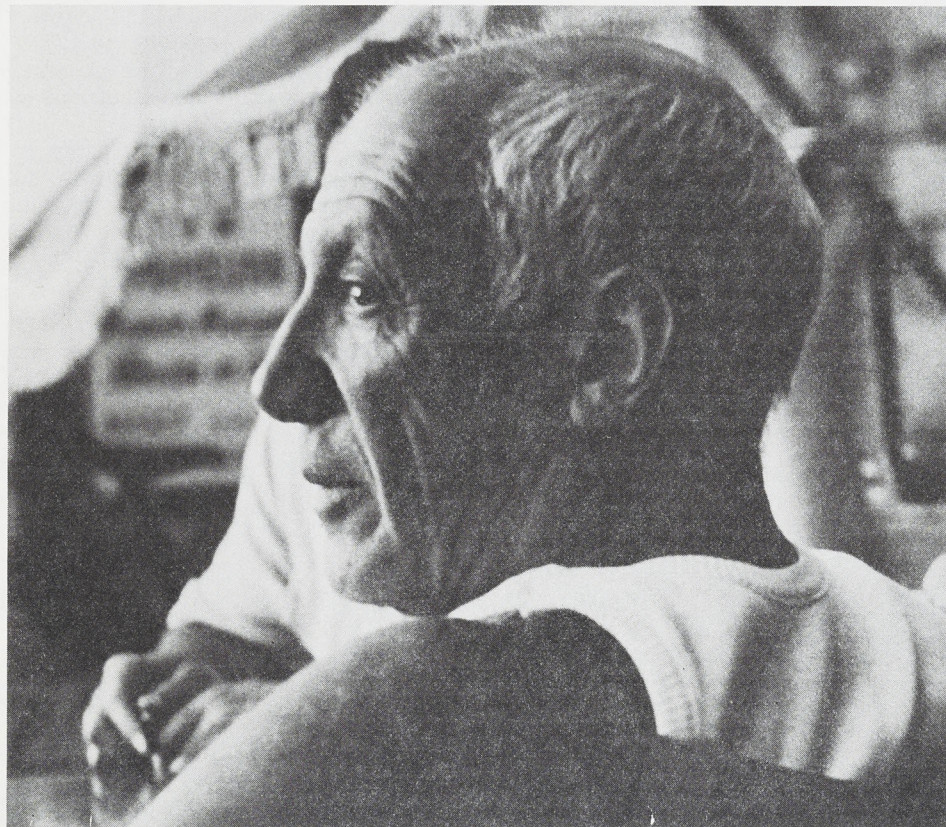
written so realistically about the music world," said Jackie Gleason, "that you feel you, personally, were around for the whole great wonderful whirl."

Born in Brockton, Mass., in 1908, his "hot trumpet" career began at age 14. He had a brief encounter with the New England Conservatory of Music where he was advised to give up the trumpet. Fortunately for the jazz world he rejected this counsel to become a master of the instrument.

Wilma Dobie is jazz chairman, Jerry Bissell co-chairman.

## Robin Duke to Head U.S. Group at UNESCO

Robin Chandler Duke, onetime feature writer for the *New York Journal American*, is expected to head the U.S. delegation to the UNESCO meeting in Belgrade Sept. 23-Oct. 28, where the proposed "new world information order" will be discussed, but not the MacBride Report as such. Mrs. Duke is the wife of OPCer *Angier Biddle Duke*, currently Ambassador to Morocco. Mrs. Duke quit newspapering some years ago when she got into Wall Street and the corporate world.



The fabulous Pablo Picasso is seen here in a moment of relaxation, unaware that he would one day turn the Museum of Modern Art into a warehouse of his works. Our own Jerry Bissell caught him this way in 1952 at St. Tropez in France where he had just served as best man at a friend's wedding. This and other fine examples of Jerry's camera skill are currently on display in the club lounge.

## New Members

### ACTIVE RESIDENT:

Genevieve Fernandez  
Donald E. Fink Jr.  
Bob Lape

### ASSOCIATE RESIDENT:

Stanford Erickson

### ASSOCIATE NONRESIDENT:

Roy Wallace

### AFFILIATE:

Peter D. Hannaford  
Gary A. Kraut

SIGN UP A NEW MEMBER

## THE AMERICAN DENTAL ASSOCIATION

is dedicated to preserving and improving America's oral health. Significant to this effort is effective communications with groups making decisions on dental care delivery—government, consumers, union leaders who negotiate for dental insurance benefits, insurance carriers who administer such programs, employee benefits officers and members of the profession themselves. Almost 107,000 members who practice, conduct research and teach, have created a system which has produced the best quality of oral health in the world.

Helping tell the story of  
The American Dental Association and  
other business leaders is the business of

## Burson-Marsteller

PUBLIC RELATIONS/PUBLIC AFFAIRS

NEW YORK • CHICAGO • LOS ANGELES •  
WASHINGTON • PITTSBURGH • TORONTO  
BRUSSELS • FRANKFURT • GENEVA • LONDON •  
PARIS • STOCKHOLM • STUTTGART  
HONG KONG • SINGAPORE •  
TOKYO • KUALA LUMPUR



## OPC BULLETIN

Published on the 1st and 15th of each month by the Overseas Press Club of America, Inc. Air-mailed to members overseas. First class mail to others.

Irvin S. Taubkin, Editor; Helen Alpert, George E. Burns, Blythe Foote Finke, Thomas J. Kraner, Rosalind Moore, Grace Naismith, Charles J. Schreiber, Associates



## ... and postscripts

With a rather spirited presidential election campaign under way, OPCer *Dave Charnay's* novel *Target 1600* could add a little more spice to it. It concerns the assassination of a challenging potential opponent of the incumbent president. Dave, after covering beats here for the *New York American*, the *Mirror* and the *News* for almost two decades, is now head of Four Star International in Los Angeles, a TV production and distribution company.

\* \* \*

Seen around the club recently, Robert Trent Jones, premier builder of golf courses around the world, with OPCer Sol Zatt. And Don Nizen, consumer sales director of *The New York Times*, with OPCer Nat Goldstein.

\* \* \*

Ten Fulbright awards for advanced teaching and research in journalism abroad have been announced for the academic year 1980-81 and applications for the 1981-82 year are being reviewed, although no deadline has been set. If you want more info, write to: Council for International Exchange of Scholars, Dept. N. 11 Dupont Circle, Washington, D.C. 20036.

\* \* \*

*Arthur Reef*, onetime Tokyo correspondent for UPI, visits there with some frequency as senior vice president of AMAX. He was somewhat dismayed on his recent trip to learn that OPC has no reciprocal arrangement with the Foreign Correspondents Club of Japan. President *Henry Gellermann*, surprised to learn this, is taking immediate steps to correct the situation.

\* \* \*

Ed Block, VP for PR for ATT, is no stranger to professional honors. He holds an honorary LL.D. from his alma mater, St. Edward's University in Texas, and two blue ribbon awards from the University of Missouri's school of journalism. And next month he pulls in another honor, that of being "PR's professional of the year." Readers of *Public Relations News* voted it for him and OPCer *Denny Griswold*, founder and editor of *PR News*, will give him an engraved plaque attesting to it at a luncheon Oct. 16 at the Waldorf-Astoria.

\* \* \*

A new market for pieces in a wide range of interest opens up in January when the *Wall Street Journal* starts a daily Op-Ed page. Thomas Bray, associate editor, is the man to call, at (212) 295-5473.

\* \* \*

Something to think about is this note gleaned from an aviation writers newsletter, the *AWA News*: "Freedom of the press is clearly not a matter that is on every American's mind these days. In a Gallup survey of more than 1500 adults, 75 per cent said that they had never heard of the First Amendment. Even among college graduates, only 42 per cent really knew what the First Amendment was about."

\* \* \*

OPCer *Yousuf Karsh*, picking up an honorary Doctor of Fine Arts degree from the University of Hartford, advised aspiring young photographers that they ... "first become students of the humanities, that they fill their lives with more than just technical information about the inner workings of the camera. To make enduring photographs, it is far more important to know about the inner workings of the human mind and soul — for the heart and the mind are the true lens of the camera."

\* \* \*

## Up-and-Coming

**Monday, Sept. 22, 5:30 p.m.** — OPC Leaders Forum. Editors of three science magazines discuss growing layman interest in science.

**Friday, Sept. 26, 6 p.m. - 7 p.m.** — Twilight Jazz. "A Chapter in Jazz With Max Kaminsky," the triumphant trumpeter who continues to make jazz history, appears with all-star friends: Ronnie Cole, drums; John Halsey, piano; Clarence Hutchenrider, clarinet; Bobby Pratt, trombone; John Williams, bass. Admission \$4.00. Seating first-come.

Frank Tremaine, first to report the Japanese attack on Pearl Harbor, Dec. 7, 1941, retired last month after 44 years with United Press International. He was senior vice president.

## NEW MEMBERS

(Continued from page 1)

dealing fairly with all members. At the same time, any member unable to pay dues on time because of a financial hardship can apply for an extension.

— Russ Tornabene

## Dean Casey White, 63

**Dean Casey White**, a public relations administrator and association executive, died of a heart attack on August 20. He was 63 and a longtime member of the club.

White's interests were many and varied, and he was active in all of them. He was president of the National Association for the Pet Industry and editor of the *Pet Digest*. He was active in helping the blind and the handicapped and in the Presbyterian church. He was active in presidential politics on the Republican side, but earned a certificate of appreciation from Mayor Robert E. Wagner, a Democrat, for his public service contributions in New York City.

He was a prolific contributor to various publications and authored three books, "Diet or Die," "Human-Animal Relationships," and "The Red Lining of America."

He is survived by his wife, Hedy, at their home in Rutherford, N.J.

Overseas Press Club of America, Inc.  
52 East 41st Street  
New York, N.Y. 10017